

growth of small timber, two miles out.

\$700.

500.—10 acres of land, with 280 bearing orange trees; land borders on a pretty lake and is not far from city limits. \$2,000.

501.—10 acres land, 120 bearing orange trees, about eight acres in timber. \$1,000.

502.—9 1/2 acres of land with good two story seven-room house, grove of seedling orange trees, good barn, about three miles out and near railroad. \$2,500.

503.—An 8 1/2 acre grove, with large trees in full bearing, a very profitable property, about three miles out. \$6,000.

504. 5 acre orange grove, with small three-room house, on good hammock land, about three miles out. \$1,500.

505.—5 acre bearing orange grove, with five acres of large pine timber, just outside of city, in good grove region. \$2,000.

506.—40 acres of good land with 250 bearing orange trees. A good farm proposition.

507.—A beautiful twenty acre grove on one of our main traveled roads near town, trees in healthy, profitable condition. \$7,000.

Either half of above grove would be sold for \$4,000.

508.—A 50 acre property, one of the largest groves in Volusia county, in good grove neighborhood. Good dwelling and packing house, trees in full bearing. \$20,000.

509.—Above grove would be divided and sold in part to suit purchaser.

510.—10 acres of rich land; about six acres in bearing orange grove, near Lake Helen. \$1,600.

511.—10 acres of good land under fence; five acres in bearing orange grove; trees in good, healthy condition; near DeLand. \$4,000.

512.—115 acres of pine land on St. Johns River; two and one-half acres under fence; one and one-half acres under cultivation, with tiling and flowing well; flowing water available on any part of tract; good land for celery or general trucking business. \$3,000.

513.—Beautiful country property on shell road just outside of city; large dwelling and green house; orange trees, shrubbery, roses, etc., \$10,000.

514.—40 acres flat woods land, four miles out, Virgin pine timber, good low land for gardening. \$400.

515.—20 acre farm, two miles out, good two story, five-room house, ten acres under fence, ten acres in timber, four acres in orange trees, some in full bearing, some rich low land for gardening. \$2,500.

516.—10 acres of land inside city limits, in highest part of town. Several acres in young orange grove. Not far from University. Price, \$1,000.

517.—Six-room house, with one acre of land in large bearing orange trees. Near large lake, good boating and fishing, near Atlantic Coast Line R. R. and convenient to store and post office. Price, \$1,200.

518.—15 acres of land, two-story house with cellar. Over 100 budded orange trees in good condition, of which 15 or 20 are large bearing trees, best varieties of fruit. Also pears, peaches, grape vines, etc., besides ornamental trees and shrubbery. Just outside city limits. Price \$2,500.

519.—40 acres of good land, with pine timber. Four miles from DeLand. Price \$400.

520.—Five-room house, with five acres of land under cultivation about half in fruit trees; barn and poultry house. Grape vines, pear trees, and other fruits. All inside city limits, in most desirable part of town. Price, \$2,000.

521.—13 acres of good hammock land on large lake, three miles out from city. Eleven acres bearing orange trees, good two-story, seven-room house, most delightful location. \$8,000.

522.—40 acres of land, three and one half miles out. Twenty acres in pine timber, ten acres in orange and other fruit trees, ten acres of cleared land, large eleven-room house, partly furnished. A good proposition, and a delightful place for a winter home. Price, \$3,500.

523.—50 acre peach and pecan orchard just outside of DeLand city limits. Peach trees in bearing. This property will bring a handsome income in a few years and is offered at a remarkably low figure. Price, \$2,000. Would be divided into smaller tracts.

524.—40 acres of land with some timber, old orange grove in bad condition. Three and one-half miles out side of city. Price \$600.

GOULD REALTY COMPANY, DELAND, FLORIDA.

525.—40 acres of land, of which eighteen acres are in bearing orange trees, balance in timber with exception of about fifteen acres in a lake. This property has a frontage on a pretty lake, and the grove is a very profitable one. No buildings. Price, \$6,000. One half cash, balance one or two years 6%.

526.—50 acres of land, three miles from center of town, with frontage on small lake, five room house, barn, poultry house, etc. Five acres in orange grove, part in bearing, some good low land for gardening purposes near the lake. A good all round farm proposition. \$3,000.

527.—30 acres of land, fifteen acres cleared and under fence, of which five acres are low muck garden land naturally irrigated and drained. Five room house, furnished, in good repair, barn and chicken house, with chickens, wagon, plow, and other garden tools, 300 orange trees, 100 of which are in full bearing. 450 peach trees in bearing, grape vines and other fruit. About four miles out from DeLand. Price \$2,500.

dition; near DeLand; with packing house, \$25,000.

531.—10 acre bearing grove; near Lake Gertie; trees in A1 condition \$3,500.

532.—5 acres large bearing orange trees; one and one-half miles out, \$4,000.

533.—8 acres of large bearing orange trees; excellent location in prime condition. \$8,000.

534.—5 acre grove; all Hart's tardiff; just outside of city. \$2,500.

Packing house will go with above proposition; extra \$1,200.

535.—10 acres of bearing orange and grapefruit trees, on shell road, just outside of city limits; trees all large and in full bearing. \$8,000.

536.—10 acres of land; five acres in orange grove, containing 342 trees of which 114 are grapefruit, 54 Tangerines; balance are round oranges; all in full bearing except 80 grapefruit trees, just coming in; about three miles out, \$3,000.

537.—15 acres of land on St. Johns River; one and one-half acres cleared, tiled and in cultivation, with good flow-

peach trees. Seven acres in timber. One-story, six-room house, and barn. Good land for farming. \$2,000.

540.—20 acres of land on shell road, two and one-half miles out; three-room house; barn; good cistern; five acres of young orange grove just coming into bearing; five acres of large pine timber; five acres second growth pine; five acres cleared; ten acres under fence; farm and garden tools and furniture all included. \$1,200.

541.—Six acres good, rich land; two story, seven-room house; barn; on Lake Winnemissett; fruit and ornamental trees. \$2,000.

542.—15 acres of land with lake frontage, 2 miles from center of City. Seven room house in good condition; 200 orange and grapefruit trees in bearing, 5 acres of low garden land very productive, a most desirable place for a winter or permanent home, good boating and fishing. Price, \$5,000.

543.—5 acre grove near town; large trees; very profitable grove, \$5,000.

GOULD REALTY COMPANY, DELAND, FLORIDA.

THE GOULD REALTY COMPANY.

Mr. V. W. Gould, head of the company, has been a resident of DeLand for over twenty years. Foreseeing the wonderful development which was in store for Florida he engaged in the real estate business so as to become a factor in the upbuilding of his community. Having been a close observer and being well informed as to values, and intimately connected with the business interests of Volusia County, he is in a position to advise and assist prospective settlers in securing locations. He is ably assisted in the work by Francis Wooten, Field Manager, Leon B. Hord, Secretary, and Claire H. Baguley, Accountant.

Through extensive advertising and continual correspondence, the Gould Company has succeeded in locating many settlers in Florida, and without exception they are prosperous and contented. It is the policy of the company to represent conditions fairly and honestly, so that those who are induced to settle here will not be disappointed.

They believe that Florida is destined to become the garden spot of America and, with unbounded confidence in the future, they are devoting their energies to the work of inducing settlers from the North to come in and help in developing the natural resources of the State.

CITY PROPERTY.

In this list we have not attempted to describe all of the property which we have for sale, but have mentioned only bargains in country property. In addition to country property, we have a number of beautiful homes for sale and many moderate priced ones. If you would like to purchase a house and lot, let us know what your requirements are and we will submit such propositions as we think would suit you. Many of these places can be bought upon easy terms, and it is better to own a home than to pay rent, especially where values are constantly increasing and every purchase means a good investment.

BUILDING LOTS.

We have building lots for sale in every section of the City. For those who prefer to build their houses we can offer suitable lots on any street and of any size at varying prices, from Fifty Dollars upward. DeLand City lots also afford an excellent opportunity for

profitable investment. Our real estate values are constantly increasing as the City grows, and money judiciously invested in property which is well located is sure to pay handsomely. We also have some acreage propositions well located within the City, which, if platted out in lots and offered for sale, would pay very large returns on the investment.

HOUSES TO RENT.

In our Rental Department we have houses both furnished and unfurnished, and of various sizes and at different prices, which we can rent by season or year. We also offer furnished apartments for light housekeeping. If you



V. W. GOULD, of the Gould Realty Company

wish to secure a house before coming to Florida, let us know what your requirements are, and we will find something for you.

BUSINESS OPPORTUNITIES.

If, in coming to Florida, you wish to take up some line of commercial activity, we can assist you. We have business opportunities listed for sale in DeLand and at other places. If you will let us know what line of business you would be interested in and how much you wish to invest, we will submit some good live propositions for your consideration.

GOULD REALTY COMPANY, DELAND, FLORIDA.

528.—5 acres bearing orange grove, just outside of city, in good grove neighborhood. \$700.

COUNTRY PROPERTY AROUND DELAND

529.—15 acres bearing orange grove; forty acres in timber; two-story house; good well; three miles out. \$2,500.

530.—33 acres of bearing orange grove; large trees in good healthy con-

ing well; good land for celery and general farming purposes. \$1,500.

538.—41 acres of land, part hammock, 2-story five-room house; four acres in orange trees, mostly bearing; 10 miles out of DeLand and near DeLeon Springs. Good land for groves or for farming. Four hundred dollars was realized from a small patch of tomatoes last year. \$3,000.

539.—Small farm of 24 acres, three miles out. 80 or 90 orange trees, 30

HOTELS FOR SALE.

We have some very desirable hotel properties for sale in different parts of the State. On account of the large tourist business done here during the winter months the Hotel Business in Florida is very profitable. Not all hotels pay, however, even here. It is necessary that they be well located in the line of travel or where there are attractions for the winter visitors, or where there is good commercial trade. Having been in the hotel business eighteen years in this State, we are in a position to advise and help you in finding the right location. Send for a list of hotels.

LOANS.

We have frequent application for loans in various amounts, large and small. If you have money to loan we can place it for you with good first mortgage security on City property, interest at six to eight % per annum. With our knowledge of real estate values, we can see that your security is ample, and that your interests are properly safeguarded. We make no charge for placing loans, but get a small brokerage fee from the borrower.

PAYING TAXES.

To the non resident property owner we tender our services in the matter of looking after your property for you. We will pay your taxes each year, and see that your property is properly assessed on the tax books, and that the receipts are properly made out. Many valuable places have been sold for taxes through some error, and it is well to have some one on the ground who is familiar with such matters, to see that it is done properly.

INSURANCE.

We conduct a Fire Insurance Department and represent none but the best and strongest companies. If you place your insurance business with us you may rest assured that your interests will be properly safeguarded. We act as agents for some of the oldest and best American, English and German Companies, each of which has millions of capital and surplus, and a reputation for fair dealing and the prompt adjustment of losses.

If you are interested in Florida we will cheerfully furnish any information you may require. We have maps and illustrated booklets of DeLand for free distribution, and we are always ready to assist its prospective settler in any way we can.

containing 625 orange trees and 85 grapefruit trees and 20 tangerine trees. This property lies just outside of city, and is a bargain at \$3,000.

547.—26 acres of land near City, 20 acres of which is in bearing orange trees containing 1182 orange trees, 10 tangerine trees and 180 grapefruit trees, large packing house completely equipped with sizers, etc., excellent location, near city and in good neighborhood. A very profitable property. Price, \$8,000.

548.—40 acres of land 2 miles from center of city of which 35 acres is pine timber and 5 acres in orange grove containing 200 bearing trees. Price, \$3,000.

A WARNING.

Florida has hundreds of thousands of acres of excellent land which is adapted to purposes of farming, fruit and truck growing; she also has thousands and thousands of acres which are practically valueless for cultivating.

Some land companies are buying up large tracts of very cheap land, from which the timber has been removed, and by extensive advertising are selling them off in small tracts to people throughout the North. Some of these tracts have value and some have none; while some contain some good land and some that is worthless, and it would be difficult for one in the North to know which was good and which not.

We would advise those who contemplate investing in Florida property either to make a personal investigation before purchasing, or to deal with some reliable real estate firm doing business in the locality in which they expect to invest.

It is the policy of the Gould Realty Company to treat its customers fairly and honestly. We have a reputation to maintain and as we expect to live and do business right here among those to whom we sell property, for many years to come, we cannot afford to mislead or defraud our future neighbors.

A DELAND SUBURBAN HOME

990.—A beautiful 10 acre property with bearing orange grove, just outside of City limits, on hard surface road adjoining the famous John B. Sietson properties. A comfortable house with six rooms and bath, equipped with electric lights, telephone and water supply. Large stable and packing house with small house for servants. Deep rock well with elevated tank and wind mill; beautiful ornamental trees and shrubbery; irrigated garden, everything in fact for a fine country home. For illustration see first page. Terms if desired. Price, \$7,000.

TRUCK GROWING.

The business of truck growing is assuming mammoth proportions in Florida. Our semi-tropical climate which enables us to grow vegetables throughout the winter months when prices on such products are very high in the North, gives us an advantage which leads to wonderful profits for our gardens. A Thousand Dollars and more per acre is sometimes realized from good garden land, while from Three to Five Hundred Dollars is quite commonly made. Only a small acreage is required for the business, as one crop follows another throughout the year, from five to ten acres usually being all that a man cares to manage, though there are some who go into it on a large scale. As we have very little rain during the winter and spring seasons, it is quite essential in the business to have land which is naturally irrigated or where flowing wells can be obtained. While land is selling as high as One Thousand Dollars per acre where the industry is well established, and renting for One Hundred Dollars per acre, we offer land, which will be equally as good when put into condition for cultivation, at from Twenty Five to Fifty Dollars per acre in small tracts.

CELERY AND TRUCKING LAND.

549.—A tract of rich hammock land in celery growing section, about five miles from the town of DeLand and one-fourth mile from A. C. L. railway. This land is covered with a growth of hardwood timber, is underlaid with hard-pan, flowing wells at a depth of 75 feet; land lies well for drainage into river, successful celery farms in operation on both sides of property. This land has been platted into lots of five